## Fig. 1 PRIOR ART

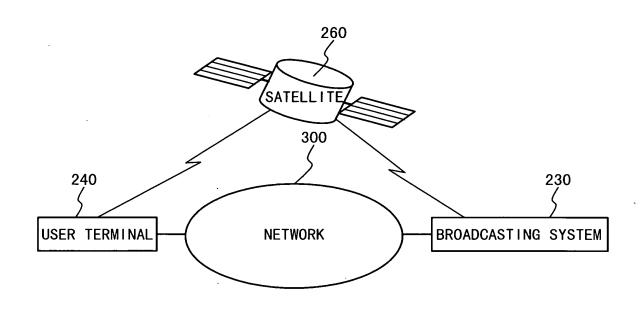


Fig. 2

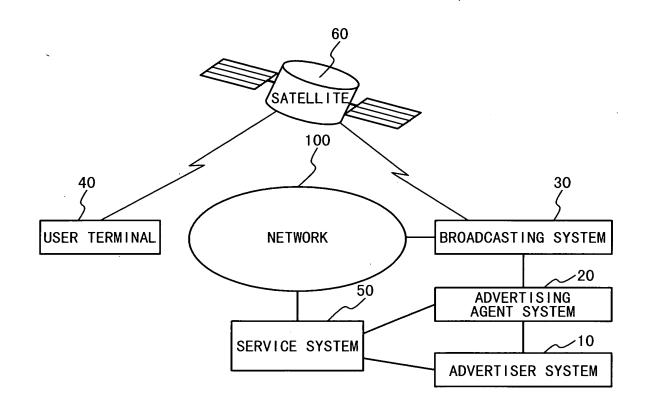
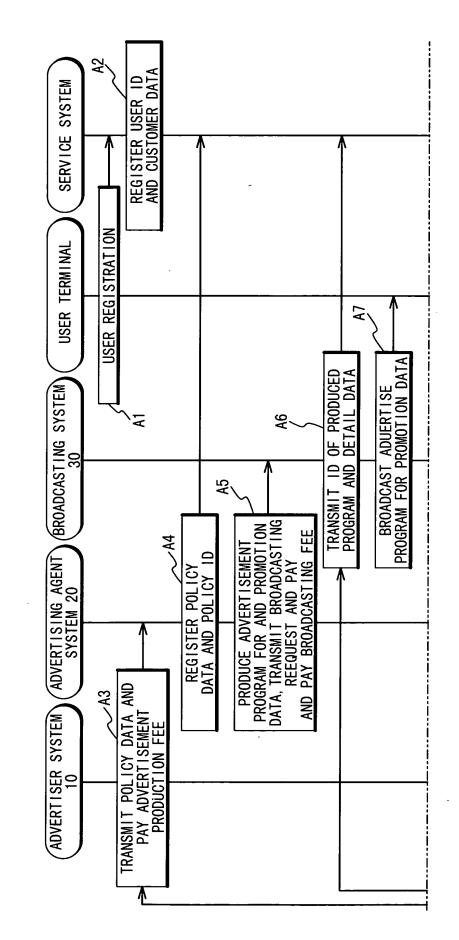
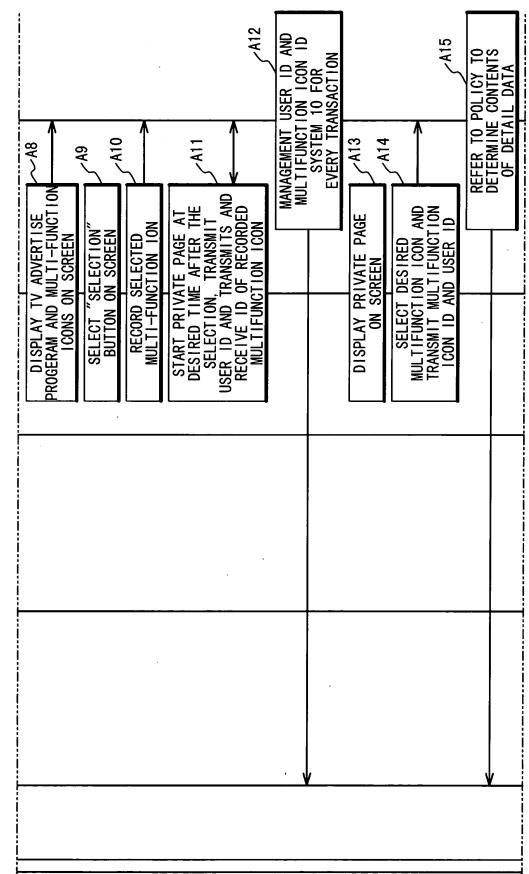


Fig. 3A



- i g . 3B



DATA AS EFFECT MEASUREMENT RESULT OF ADVERTISEMENT AND SALES PROMOTION AND CHARGE EFFECT MEASUREMENT FEE TRANSMIT MANAGED MARKETING IN ACCORDANCE WITH CONTENTS
OF DETAIL DATA AND CHARGE
FEE ON ADVERTISER SYSTEM
10 FOR EVERY TRANSACTION CARRY OUT PROCESS FOR RESERVATION, TRANSMIT FEE ON ADVERTISER SYSTEM PREPARE PRIVAT ۸18 DOWN-LOAD DETAIL DATA TO DISPLAY PRIVATE PAGE INSTRUCT RESERVATION OF DESIRED ARTICLE A17 A20. DETAIL DATA ASSOCIATED WITH THE PROGRAM IN BROADCASTING STATION SYSTEM, FEED BACK THE RECEIVED MARKETING DATA INTO POLICY IN ADVERTISING AGENT SYSTEM AND ADVERTISER FEED BACK RECEIVED MARKETING DATA INTO PROGRAM AND SYSTEM AND RE-SET THESE CONTENTS FOR UP DATE S **B** 

g. 3C

Fig. 4

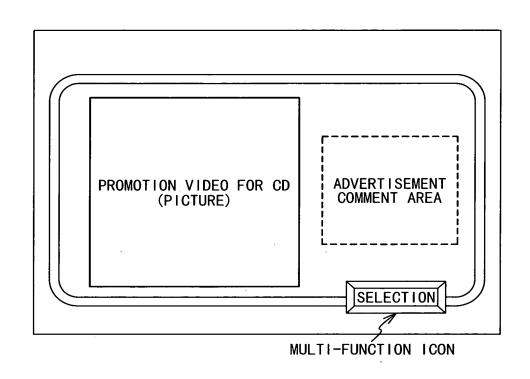
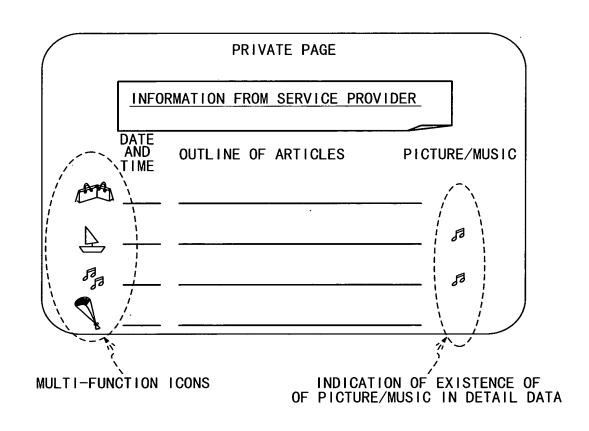


Fig. 5



F i g . 6

